

**2010 REDISTRICTING COMMISSION OF THE CITY OF SAN DIEGO
MAP SUBMITTAL FORM**

Maps submitted to the Redistricting Commission are considered part of the public record. In addition to being distributed to the Commission, maps submitted will be made available to the public upon request. If submitted in an electronic format, the maps may be uploaded to the Commission website. If you do not have the map available in an electronic format, Commission staff can scan it for uploading upon request.

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To submit a map for posting, please complete the information below and email to redistricting2010@sandiego.gov or via U.S. Mail to: 2010 Redistricting Commission, 1010 Second Avenue Suite 1060, San Diego, CA 92101, ATTN: MAP SUBMITTAL.

Please note that the information provided below will become part of the public record and may be posted online, unless otherwise indicated below.

Name/version of map: Proposed 4th District

Name of individual submitting map: Brian Pollard Date submitted: May 20, 2011

Council District of residence (or neighborhood/community) (*OPTIONAL):
Fourth City Council District


If submitting on behalf of organization or as part of an organized group, name of organization:
NAACP, BAPAC, CNC and numerous 4th District Town Councils - Webster, Valencia Park, Emerald Hills, Skyline Hills
Coalition of Neighborhood Councils

Title/affiliation with organization: _____

Contact phone number and email address (required to submit but not required to post online): _____

Please indicate if you would like your contact information posted with map: ☐ YES ☒ NO

If more than one attachment, please list order in which you would like documents to be posted:
Entire PPT please.

Please initial that you understand the following disclaimer: I understand that submission of my C
map does not in any way imply endorsement or support by the Redistricting Commission. bjp 

The Redistricting Commission reserves the right to make any map or other material submitted
available to the public by means other than the Commission's website.

May 04, 2011

San Diego Redistricting Commission
1010 Second Ave.
Suite 1060
San Diego, CA 92101

I wanted to thank you once again for your efforts these past few months in working towards creating Districts within our City to honor the Communities of Interest while balancing the needs of all communities.

I have enclosed our power point presentation you all heard last evening in City Heights and I wanted to include a bit more detail to give you more information in which to help you make a fair and impartial decision.

We assessed our population numbers after the census information became available and knew we were going to have a few of our communities, Mtn. View and Mt. Hope Communities, (west of I-805 and east of I-15) vulnerable to some kind of movement. We also had a desire to move North towards University Avenue to increase the population we would lose by giving up Mt. Hope and Mtn. View, as well as to have an opportunity to ensure the African immigrants near University have better representation. Additionally we were interested in including the College Grove shopping Center into our community due largely because over 60% of the shoppers to that mall come from D4 and we were losing Gateway Plaza, located in Mt. Hope), thus making that a community of Interest issue.

We have met with numerous Town Councils including Webster, Ridgeview, and have heard from residents in Oak Park and they all desire to remain in the 4th District. They have explained the importance of the schools, churches, businesses and shopping interests they have all enjoyed historically. They stressed the importance of remaining within the 4th.

Additionally Oak Park and many in the 4th stressed the importance of securing the College Grove Shopping Center as a vital component within our District/Community. According to Walmart, Target and Sams Club over 68% of their customers come from residents residing in 92114, and 92105. We have spoken to the Latino redistricting Committee and they agreed that due to the "Community of Interest" factor College Grove needs to be in our District. Our map includes a section of Census Tract 2703 which includes College Grove to be sectioned off at a block level to ensure we acquire College Grove.

Mt. Hope and Mtn. View's population consists of approximately 80% Latino and 20% African Americans. Each census tract outlines the lop-sided population so it seemed appropriate that those communities should be part of the proposed new Latino District. Additionally, this adjustment would positively effect our population and empowerment, while supporting the development of a 2nd Latino District.

With the adjustments we have been able to increase our African American population from 18.88% to 20.6%. We believe this data accomplishes the goals we have set for ourselves to ensure empowerment

and fairness. This map, through collaboration with others including the Latino redistricting Committee numerous organizations and Community Groups such as Webster Town Council, Oak Park, Pastors on Point, UAAMAC, NAACP, Broadway Heights Town Council, Skyline Hills Town Council, Encanto Planning Group, Valencia Park Town Council, BAPAC, the Coalition of Neighborhood Councils and others best represents our Community of Interests and supports our wishes, needs and desires. Additionally it supports the Latino, Asian and LGBT collaboration efforts in guaranteeing their respective rights are honored and respected.

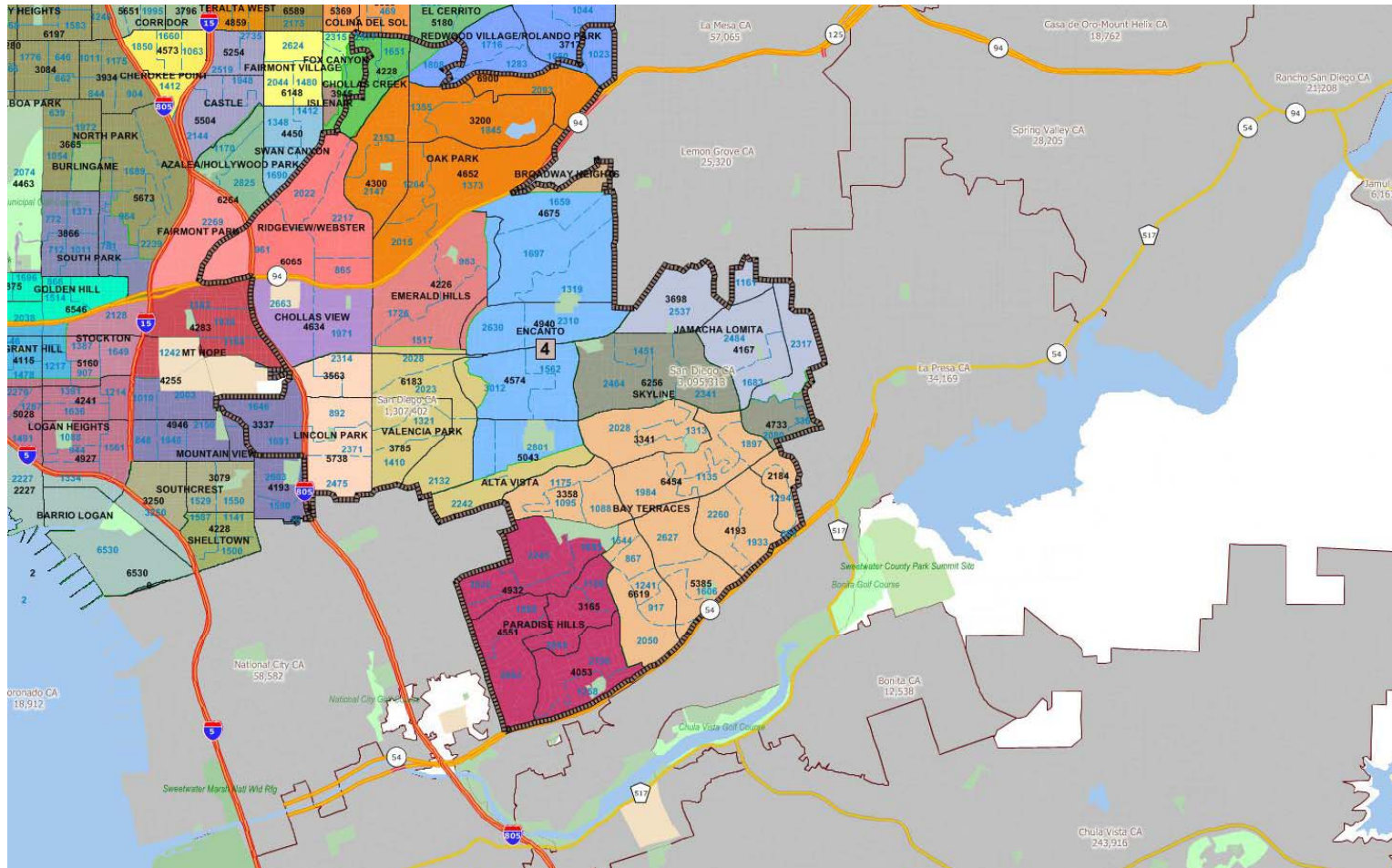
The commission has been given guidelines on the process of redistricting, but has not received any guidelines on the process of renumbering, though it is a critical part of empowering disadvantaged communities. I ask that the commission understand that the term "Fourth District" is a powerful and important term in our community. It has for decades identified our predominantly African-American city council district, and far outside of the politics of city hall it is routinely used to collectively identify our communities. We do not make this request because of any political consideration! It is entirely because the term "Fourth District" is as much a part of our community's identities as their individual neighborhood names are.

In summary please review the map we proposed honor our Community of interests and I believe it satisfies the requirements of compactness, contiguity and honors and respects our various communities of interest.

Current 4th District



Proposed 4th District City Council District

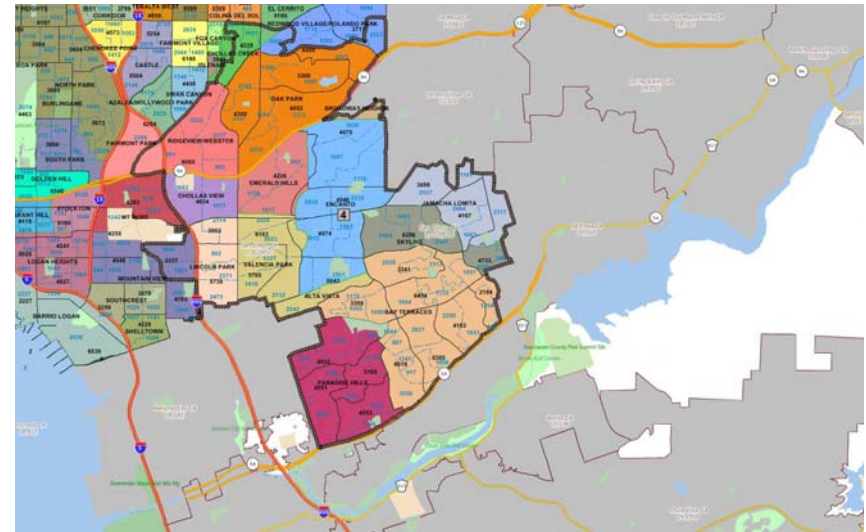


Comparison of the 4th District

Current 4th District



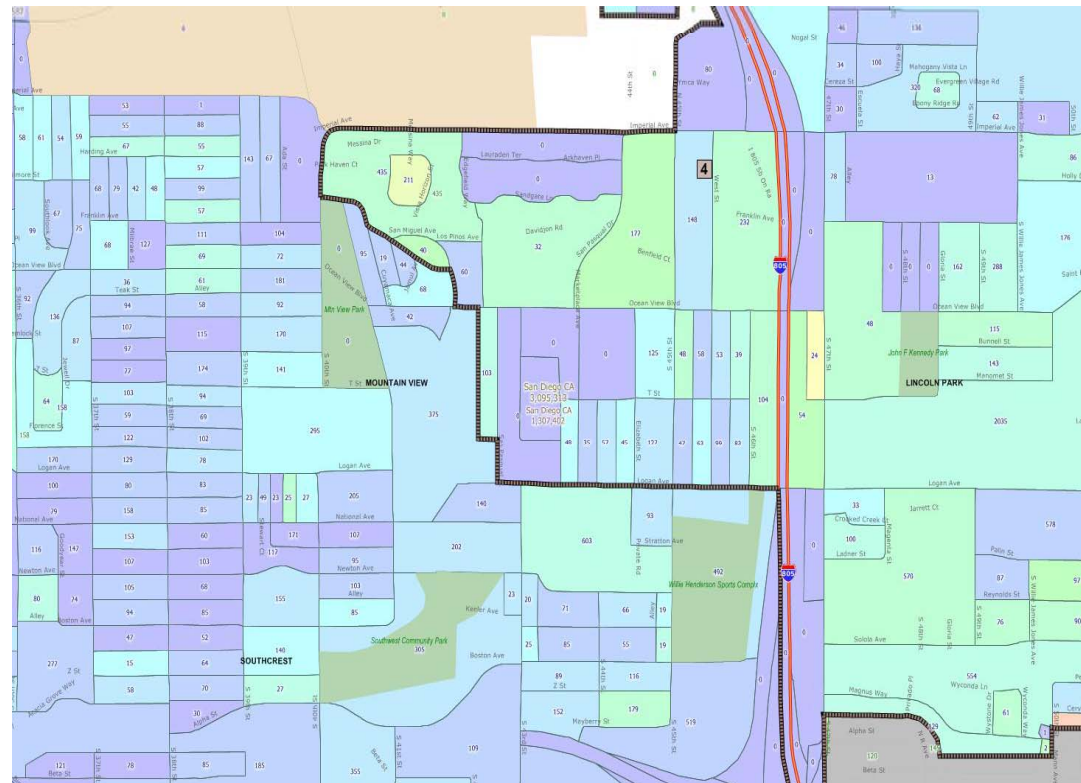
Proposed 4th District



D4 western boundary changes

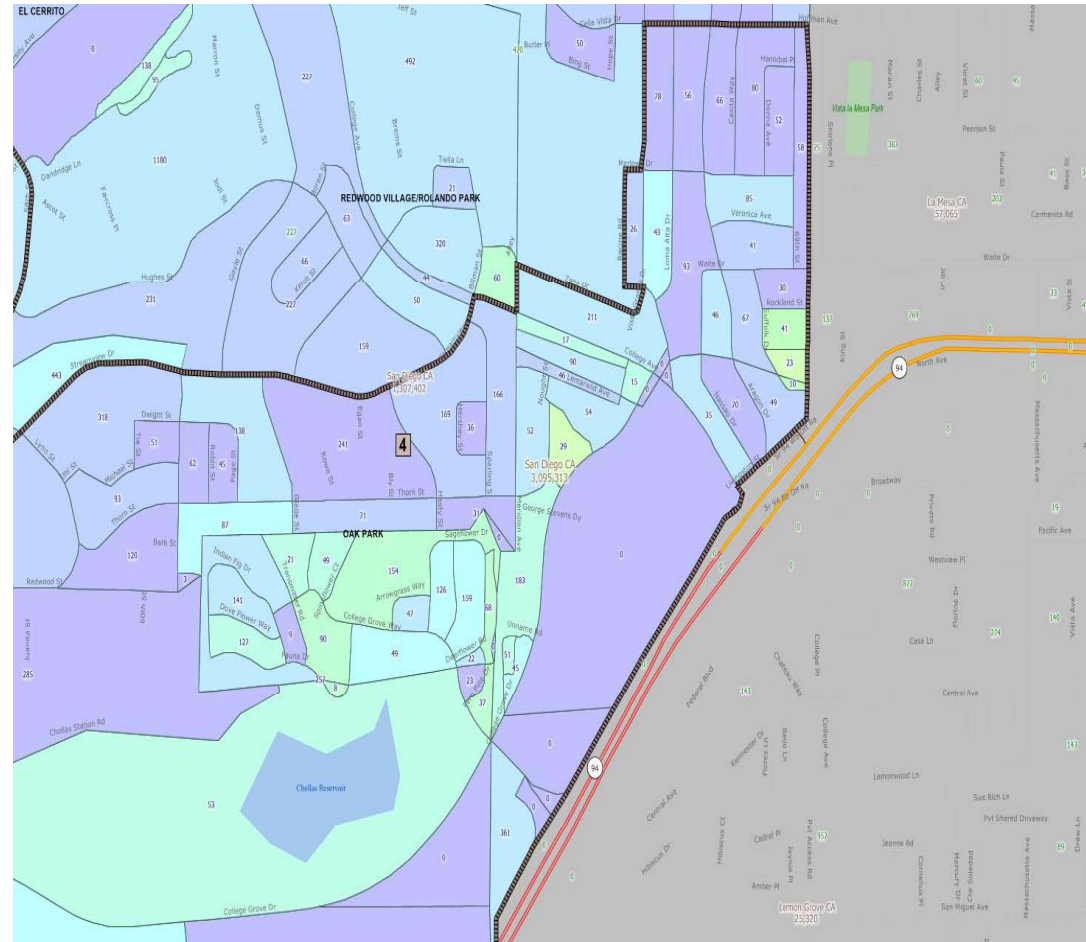
Major changes:(Western border)

1. Mtn View moved to the proposed new Latino District.
2. Mt. Hope moved to the proposed new Latino District.
3. Gateway Plaza moved to the new Latino District
4. Border moved from I-15 to 41st Street.
5. Shifted African American empowerment from 18.88% to 20.7%



Proposed NE Boundary 4th District

This view represents the boundary for D4 No. of MLK Freeway along College Ave. 4 block boundary shift.



Summary

- This map represents a collaboration primarily with the LRC and in support of increased empowerment of Af. Am. Residents in the 4th, 18.88%-20.8%.
- Recognizes 95% of communities of interest in our District.
- This map is consistent with the pop. requirements, contiguity, and compactness.